Concerned Women for America

"Protecting the rights of the family"

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JB

Mr J Thompson

RECEIVED
MAR 12 1981
D. L. THOMPSON'S OFFICE

Mr. George Weissman
100 Park Avenue
New York, NY 10017

Dear Chairman Weissman,

Beginning on March 1, 1981, we are participating in the Coalition for Better TV, monitoring many television programs to determine which ones have excessive sex scenes, profanity or violence. I am sure you have already been appraised of this activity, but let me assure you that positive recognition will be given to the advertisers of good and wholesome family programs just as the sponsors programs reported to be destructive will be voluntarily boycotted.

Concerned Women for America has over 160,00 homes represented in our membership and will be encouraging many others to be involved in the TV monitoring and eventually in the boycott.

We encourage you to be fully aware of the kind of programs you are sponsoring. If you do not feel they would receive a positive rating on our enclosed monitoring sheet, please take steps immediately to make a change.

Sincerely,

Beverly LaHaye

(Mrs.) Beverly LaHaye

BL/sa

Enclosure

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